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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/668,476	09/22/2003	David Wallace Hanaman	P/4439-2	7507
2352	7590	08/27/2004	EXAMINER	
OSTROLENK FABER GERB & SOFFEN 1180 AVENUE OF THE AMERICAS NEW YORK, NY 100368403			PHAN, THAI Q	
			ART UNIT	PAPER NUMBER
			2128	

DATE MAILED: 08/27/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

# Office Action Summary

Application No.

10/668,476

Applicant(s)

HANAMAN ET AL.

Examiner

Thai Q. Phan

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --  
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

## Status

- 1) ☒ Responsive to communication(s) filed on 22 September 2003.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

## Disposition of Claims

- 4) ☒ Claim(s) 1-58 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-58 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

## Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 02/19/2004 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

## Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

## Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892) ✓
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)  
Paper No(s)/Mail Date \_\_\_\_\_.
- 4) ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date. \_\_\_\_\_.
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other: \_\_\_\_\_.

### **DETAILED ACTION**

This Office Action is in response to patent application S/N: 10/668,476, filed on 09/22/2003. Claims 1-58 are pending in the Action.

#### ***Drawings***

The formal drawings filed on 02/19/2004 are acceptable.

#### ***Claim Rejections - 35 USC § 112***

The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

As per claim 10, recited "at least one at least one" in the claim is an idiomatic error.

#### ***Claim Rejections - 35 USC § 103***

1. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

2. Claims 1-58 are rejected under 35 U.S.C. 103(a) as being unpatentable over Boppana, Prasad, US patent application publication no. US 2004/0102995 in views of Phelan et al, US patent application publication no. 2004/0093296 A1 and Curtis et al, US patent application publication no. 2003/0115377 A1.

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As per claim 1, Boppana discloses a method and system for modeling sales processes with feature limitations very similar to the claimed invention. According to Boppana, the sales process modeling include steps and plurality of means for

Obtaining usage information, the usage information being related to a person's interaction with technology [0029]-[0030];

Obtaining transactional information, the transactional information being related to information collected by the technology; at least one of aggregating and segmenting at least one of the usage information and the transactional information to provide at least one of aggregated information and segmented information [0030]-[0038];

Performing data modeling on at least one of the aggregated information and the segmented information [0050]-[0079], for example;

Applying at least one statistical methodology on at least one of the modeled aggregated information and the modeled segmented information to provide statistical analysis information;

Performing data modeling for the statistical analysis information [0052]-[0067];  
and

Presenting the analysis model as claimed for user, particular for the representative as claimed. Boppana does not expressly disclose multi-dimensional statistical analysis for model aggregation and segmentation as claimed. Such feature is however well-known in the art. In fact, Curtis teaches a method and system for tiers of relationship management architecture such that the data segmented and aggregated model would be tiered for analysis [0020], [0030], and [0040], for example. Phelan

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further teaches multi-dimensional analysis of business model to optimize and monitor the business model and the performance of the business model [0013], [0073], [0124], [0132]-[0139], for example.

This would motivate practitioner in the art at the time of the invention was made to combine the teachings in Curtis for management architecture tiers and Phelan multi-dimensional data modeling and analysis into Boppana sales process modeling in order to monitor and optimize sale performances.

As per claim 2, Boppana discloses the sales server technology includes a CRM/SFA system and the transactional information being related to at least one of sales contacts and sales calls.

As per claim 3, Boppana discloses the usage information further identifies a portion of the CRM/SFA system used by the person.

As per claim 4, Boppana discloses the usage information further represents an amount of time the person used the portion of the CRM/SFA system.

As per claim 5, Phelan teaches data modeling includes dimensional modeling.

As per claim 6, Curtis teaches the dimensional modeling includes at least one of a well-known star schema and a snowflake schema for enterprise architecture.

As per claims 7-9, Phelan teaches the dimensional modeling includes sale variables and sale dimension modeling in the variable depth hierarchies and standardized hierarchies to represent for sale operations.

As per claim 10, Boppana discloses the sale process modeling further includes: help-desk support information, professional performance information being

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related to the person's professional performance; technical support information, administrative information, planning information, training information, pre-sales call information, post sales call information and performing at least one of aggregating and segmenting on the at least one of help-desk support information, professional performance information, technical support information, administrative information, planning information, pre-sales call information, post sales call information to contribute to the at least one of aggregated and segmented information.

As per claims 11-12, Boppana discloses sales person and user interface for sales person as claimed.

As per clam 13-19, Boppana disclosed the claimed limitations in the business sale process modeling.

As per claim 20, Phelan teaches statistical analysis for data model segments as claimed.

As per claim 21, Boppana discloses a method and system for modeling sale processes with feature limitations very similar to the claimed invention. According to Boppana, the sale process modeling include steps and plurality of means for

Obtaining usage information, the usage information being related to a person's interaction with technology [0029]-[0030];

Obtaining transactional information, the transactional information being related to information collected by the technology; at least one of aggregating and segmenting at

least one of the usage information and the transactional information to provide at least one of aggregated information and segmented information [0030]-[0038];

Performing data modeling on at least one of the aggregated information and the segmented information [0050]-[0079], for example;

Applying at least one statistical methodology on at least one of the modeled aggregated information and the modeled segmented information to provide statistical analysis information;

Performing data modeling on the analysis information [0052]-[0067]; and

Presenting the analysis model as claimed for user, particular for the representative as claimed. Boppana does not expressly disclose multi-dimensional statistical analysis for model aggregation and segmentation as claimed. Such feature is however well-known in the art. In fact, Curtis teaches a method and system for tiers of relationship management architecture such that the data segmented and aggregated model would be tiered for analysis [0020], [0030], and [0040], for example. Phelan further teaches multi-dimensional analysis of business model to optimize and monitor the business model and the performance of the business model [0013], [0073], [0124], [0132]-[0139], for example.

Practitioner in the art at the time of the invention was made would have found it obvious to combine the teachings in Curtis for management architecture tiers and Phelan multi-dimensional data modeling and analysis into Boppana sales process modeling in order to monitor and optimize sales performances.

As per claim 22, Boppana discloses the sale server technology includes a



CRM/SFA system and the transactional information being related to at least one of sales contacts and sales calls.

As per claim 23, Boppana discloses the usage information further identifies a portion of the CRM/SFA system used by the person.

As per claim 24, Boppana discloses the usage information further represents an amount of time the person used the portion of the CRM/SFA system.

As per claim 25, Phelan teaches data modeling includes dimensional data modeling.

As per claim 26, Curtis teaches the dimensional modeling includes at least one of a star schema and a snowflake schema.

As per claims 27-29, Phelan teaches the dimensional modeling includes sale variables and sale dimension modeling in the variable depth hierarchies and standardized hierarchies to represent for sale operations.

As per claims 30-33, Boppana discloses the sale process modeling further includes:

help-desk support information for sale and marketing product, professional performance information being related to the person's professional performance; technical support information, administrative information, planning information, training information, pre-sales call information, post sales call information and performing at least one of aggregating and segmenting on the at least one of help-desk support information, professional performance information, technical support information, administrative information, planning information, pre-sales call

information, post sales call information to contribute to the at least one of aggregated and segmented information.

As per claims 34 and 35, Curtis teaches statistical analysis for business model. Such analysis would include predictive model and linear regression as claimed for improvement of the sale process.

As per claims 36-41, Boppana discloses sales person and user interface for sales person and the business sale process modeling as claimed.

As per claim 42, Boppana discloses a method and system for modeling sale processes with feature limitations very similar to the claimed invention. According to Boppana, the sale process modeling include a plurality of performance steps and means for

Obtaining usage information, the usage information being related to a person's interaction with technology [0029]-[0030];

Obtaining transactional information, the transactional information being related to information collected by the technology; at least one of aggregating, segmenting at least one of the usage information, indicia for segmented data and the transactional information to provide at least one of aggregated information and segmented information [0030]-[0038];

Performing data modeling on at least one of the aggregated information and the segmented information [0050]-[0079], for example;

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Applying at least one statistical methodology on at least one of the modeled aggregated information and the modeled segmented information to provide statistical analysis information;

Performing data modeling on the statistical analysis information [0052]-[0067];  
and

Presenting the analysis model as claimed for user, particular for the representative as claimed. Boppana does not expressly disclose multi-dimensional statistical analysis for model aggregation and segmentation as claimed. Such feature is however well-known in the art. In fact, Curtis teaches a method and system for tiers of relationship management architecture such that the data segmented and aggregated model would be tiered for analysis [0020], [0030], and [0040], for example. Phelan further teaches multi-dimensional analysis of business model to optimize and monitor the business model and the performance of the business model [0013], [0073], [0124], [0132]-[0139], for example.

Practitioner in the art at the time of the invention was made would have found it obvious to combine the teachings in Curtis for management architecture tiers and Phelan multi-dimensional data modeling and analysis into Boppana sale process modeling in order to monitor and optimize sale performances.

As per claim 43, Boppana discloses the sale server technology includes a CRM/SFA system and the transactional information being related to at least one of sales contacts and sales calls.

As per claim 44, Boppana discloses the usage information further identifies a portion of the CRM/SFA and a plurality of dynamic linked library system files for user for planning an enterprise sales network.

As per claims 45-49, Boppana discloses the usage information includes software application, user interface for accessing usage information, data indexing, alphanumeric codes, etc.

As per claims 50 and 54, Boppana discloses a method and system for modeling sale processes with feature limitations very similar to the claimed invention. According to Boppana, the sale process modeling include a plurality of performance steps and means for

Receiving electronic transaction formation for sale contact and interaction

Obtaining usage information, the usage information being related to a person's interaction with technology [0029]-[0030];

Obtaining or receiving transactional information, the transactional information being related to information collected by the technology; at least one of aggregating, segmenting at least one of the usage information, indicia for segmented data and the transactional information to provide at least one of aggregated information and segmented information [0030]-[0038];

Performing data modeling on at least one of the aggregated information and the segmented information [0050]-[0079], for example;

Applying at least one statistical methodology on at least one of the modeled aggregated information and the modeled segmented information to provide statistical analysis information;

Performing the statistical analysis on model data for analysis information [0052]-[0067]; and

Presenting the analysis model as claimed for user, particular for the representative as claimed. Boppana does not expressly disclose multi-dimensional statistical analysis for model aggregation and segmentation as claimed. Such feature is however well-known in the art. In fact, Curtis teaches a method and system for tiers of relationship management architecture such that the data segmented and aggregated model would be tiered for analysis [0020], [0030], and [0040], for example. Phelan further teaches multi-dimensional analysis of business model to optimize and monitor the business model and the performance of the business model [0013], [0073], [0124], [0132]-[0139], for example.

This would motivate practitioner in the art at the time of the invention was made to combine the teachings in Curtis for management architecture tiers and Phelan multi-dimensional data modeling and analysis into Boppana sale process modeling in order to monitor and optimize sale performances.

As per claims 51-53, Curtis teaches statistical analysis for business model. Such analysis would include predictive model and linear regression as claimed for improvement of the sale process.

As per claim 55, Boppana discloses the sale server technology includes a CRM/SFA system and the transactional information being related to at least one of sales contacts and sales calls.

As per claim 56, Boppana discloses the usage information further identifies a portion of the CRM/SFA and a plurality of dynamic linked library system files for user for planning an enterprise sales network, and capture of data for record and analysis.

As per claims 57-58, Boppana discloses the usage information includes software application, sales databases, user interface for accessing usage information, data indexing, alphanumeric codes, etc.

### ***Conclusion***

1. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.
1. US patent no. 6,424,979 B1, issued to Livingston et al, on July 2002.
2. US patent application publication no. 2002/0042755 A1, issued to Kumar et al.
3. US patent application publication no. 2003/0115377 A1, issued to Curtis et al.
4. US patent application publication no. 2004/0045014 A1, issued to Radhakrishnan, Rakesh.
4. US patent application publication no. 2004/0093296 A1, issued to Phelan et al.
5. US patent application publication no. 2004/0102995 A1 issued to Boppana, Prasad.

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6. US patent application publication no. 2004/0128185 A1, issued to Tsai, Ming-Fang.

2. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Thai Q. Phan whose telephone number is 703-305-3812. The examiner can normally be reached on Monday-Friday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Jean Homere can be reached on 703-308-6647. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

3. Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Aug. 20, 2004



Thai Phan  
Patent Examiner  
Art Unit: 2128